JANUARY 27, 1986

CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

BROADCASTERS ACTING ON CABLE PLEA FOR RIGHTS RECOGNITION

ATC, POWER COMPANY CREATING NEW CABLE FIRM

COMCAST EXPANDING IN VIDEO • '86 CONGRESS PREVIEW

THE PPV BILLING PUZZLE: VENDOR PLANS, OPERATOR NEEDS

THE SOARING ENTREPRENEURIAL SPIRIT: BRESNAN, OTHER EX-CEO'S LEAD CHARGE

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LEADING THE WEEK

Must-carry issue 11
While the must-carry negotiations outlook appeared to be improving after broadcast groups began preparing a statement recognizing cable's constitutional rights, in another corner the volatility of the subject remained at peak levels.

ATC forms new MSO 12
American Television & Communications and Houston Industries have agreed to form a new MSO expected to launch with more than 500,000 subs nationwide.

Pay-per transaction 16
National Video Inc. has begun an experiment dubbed "pay-per-transaction," in ten unnamed locations around the country.

Videos to go 17
After a successful experiment with a video rental store last year in Mississippi, Comcast will open its second outlet in Michigan.

HBO and Fox 20
HBO and 20th Century-Fox have concluded a three-part deal which plants the pay network more firmly in the co-production landscape.

Orion pact 20
After months of dickering with Turner Broadcasting for a portion of MGM, Viacom joined with several investment firms to acquire a 39 percent equity interest in Orion Pictures.

Cable and Congress 24
Cable-related topics will contribute to a turbulent year for the 99th Congress, now reconvened for another session.

Modern Satellite 26
Modern Satellite Network will become a program supplier to the Financial News Network and The Learning Channel starting Feb. 3.

Home Team PPV test 26
Three Washington Capitals pro hockey games and Antietam Cable TV in Hagerstown, Md., will be involved in a pay-per-view test by Home Team Sports.

HBO, promoters make pact 28
Home Box Office Inc. and boxing promoters Don King and Butch Lewis have finalized a deal that will result in the crowning of an undisputed heavyweight champion on HBO.

TOPICS

Programming 32
The 23rd annual NATPE convention found sellers taking cable programmers more seriously than ever as buyers of syndicated product. For the cable buyers, the convention turned up "some terrific opportunities."

36
Incorporating stock market prices and business news summaries, MarketWatch data retrieval service has been activated by Data Broadcasting Corp. over Financial News Network's vertical blanking interval to the ventures first affiliate in Virginia.

38
In the spirit of *Live Aid* and *Farm Aid*, HBO will present live *Comic Relief* March 29. The three-hour benefit performance for the homeless will feature top comic talent at the Los Angeles Amphitheater.

38
In an effort to enhance channel lineup and promote subscriber retention, Mile Hi Cablevision and United Cable of Colorado have launched a "Classic Weekend" movie series with no commercial interruptions.

Marketing 40
The Wisconsin Cable Communications Association has developed a new marketing campaign for operators' use in boosting subscriber acquisition and cable's image within the state.

Management 41
Vendors of billing equipment for pay-per-view are scrambling to stay on top of the growing market demand. Rapid and accurate response to customer orders is the key.

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The lure of power, money and new challenges continues to induce cable executives to venture out on their own to launch their own businesses. Opportunities abound, but the entrepreneurs of today face a bigger challenge than predecessors like Bill Bresnan (cover), chief executive of Bresnan Communications. (Photo by Candace Drake.)

CABLE STATS

Film product comparison—February

Film	Pay Networks					Distributor
Address, The					MAX*	MGM/UA
Ada					MAX	MGM/UA
Adventures of Buckaroo Bonzai, The	HBO		(TMC)			20th Century-Fox
After the Fall of New York		ST				Alive Pictures
Alice Adams					MAX	RKO Pictures
All of Me	(HBO)	(ST)	(TMC)	HTN*	(MAX)	Universal
American Pop	HBO					Columbia
Android	HBO		(TMC)		(MAX)	Castle Hill
Arabian Adventure	HBO					AFD/EMI
Aviator, The	HBO					MGM/UA
Beach Girls			TMC*			Crouch-Hill
Being There	(HBO)	ST	(TMC)			Lorimar
Bells	HBO	(ST)				The Movie Store
Bend			(TMC)		MAX*	Viacom
Best Defense		(ST)	TMC			Paramount
Beyond the Walls			TMC			Warner Bros.
Big Score, The	HBO*		(TMC)			Alive Pictures
Blood Simple			TMC		MAX	Circle Releasing
Blue Lagoon, The	(HBO)		TMC*		(MAX)	Columbia
Body Heat		ST				Warner Bros.
Brass Ring, The		ST	(TMC)	(HTN)		Universal
Breakfast Club, The		ST	TMC		MAX	Universal
Breaker	(HBO)				MAX	Cannon Films
Brief Encounter			TMC			New Century
Bringing Up Baby					MAX*	RKO Pictures
Brother From Another Planet, The	HBO		(TMC)		(MAX)	Cine/80/T
Caged Heat			TMC*			Viacom
Camelot			(TMC)	(HTN)	MAX	Warner Bros.
Cannonball Run, The	HBO				(MAX)	Gallaxy Films
Cannonball Run II, The	HBO		TMC	(HTN)	(MAX)	Warner Bros.
Champ, The	(HBO)		TMC		(MAX)	MGM/UA
Champions	(HBO)				MAX*	Embassy
Choose Me	HBO				(MAX)	Lorimar
Christine	HBO*				(MAX)	Columbia
Coal Miner's Daughter		ST		HTN*	MAX	Universal
Come and Get It					MAX	Goldwyn
Comet the Destroyer	(HBO)	(ST)		HTN*	(MAX)	Universal
Conflict, Marital Destiny				HTN*		The Entertainment Network
Country	(HBO)	(ST)	(TMC)	HTN*	MAX	Buena Vista
Cyrano		ST				Goldwyn
Dance			TMC*			Castle Hill
Deadly Blessing		ST				King Features
Dead Makes Three, The		ST				MGM/UA
Devils, The			TMC			Warner Bros.
Dirty Knight's Work			TMC*			Excel Video
Dreamscape	HBO					20th Century-Fox
Dresser, The	HBO					Columbia
Duel In The Sun				HTN		ABC Video
Easy Rider	HBO	ST			(MAX)	Columbia
El Norte			TMC*			Cinevista
Empire Strikes Back, The	HBO	ST	TMC	HTN	MAX	20th Century-Fox
Endless Love			TMC			King Features
Evil That Men Do, The	HBO				(MAX)	Tri Star
Executioner's Song, The			(TMC)		MAX	Viacom
Falling In Love			TMC			Paramount
Father Of The Bride					MAX	MGM/UA
Fatty Finn		ST	(TMC)			Satori
Firestarter		ST*			MAX*	Universal
F.I.S.T.				HTN	(MAX)	MGM/UA
Flamingo Kid, The	HBO	ST	TMC			Universal
Footloose			TMC*			Paramount
Forced Vengeance					MAX	MGM/UA
Formula, The			(TMC)		MAX	MGM/UA
French Lieutenant's Woman, The		(ST)	TMC			MGM/UA
French Woman, The		ST*			(MAX)	Film Gallery
Friday the 13th: A New Beginning			TMC*			Paramount
Fury, The	HBO				(MAX)	20th Century-Fox
Gabriela					MAX	MGM/UA
Garbo Talks		(ST)			MAX	MGM/UA
Gaslight		ST		(HTN)		MGM/UA
Gondola, The				HTN*		The Entertainment Network
Goodbye Girl, The	HBO	(ST)		(HTN)	(MAX)	MGM/UA
Greystoke	HBO*	(ST)		HTN	(MAX)	Warner Bros.
Hambone And Hillie	(HBO)	(ST)		(HTN)	MAX	New World
Hardbodies	(HBO)				MAX*	Columbia
Harry and Son	HBO				(MAX)	Orion
Heaven Help Us					MAX	Silver Screen
Highpoint				HTN*	(MAX)	New World
Hollywood Hot Tubs		(ST)	TMC		(MAX)	Seymour Borde

Film	Pay Networks					Distributor
Hopscotch		ST	(TMC)			Viacom
Hot Dog: The Movie	(HBO)		TMC		MAX	MGM/UA
Hotel New Hampshire, The	(HBO)				(MAX)	Orion
Hot Resort			TMC*		(MAX)	Cannon Pay-TV
How Sweet It Is				(HTN)	MAX	Warner Bros.
Hunter, The					MAX	PAR
Ironsmith	(HBO)	(ST)		HTN*	(MAX)	Universal
Jay Fixers, The			TMC	(HTN)	(MAX)	MGM/UA
Jaguese			TMC			Universal
Island of Dolphin's Delight		ST				K-Tel
Jack Frost				HTN*		Cinetel
Jerk, The		ST			MAX*	Universal
Karate Kat, The	(HBO)				MAX	Columbia
Keep, The		ST	(TMC)			Paramount
Kidco	(HBO)	ST				20th Century-Fox
Killing Heat, The			TMC			Satori
King of Comedy, The	(HBO)				MAX	Keeper Films
King David		ST*				Paramount
Ladies of the Corridor, The				HTN*		The Entertainment Network
Last Fight, The			TMC			Best Films
Last Plane Out	(HBO)*					New World
Lightning Dee, The			TMC*			Warner Bros.
Lies Miserables		ST				Warner Bros.
Life of Riley, The	(HBO)			HTN*		Buena Vista
Lightning Secrets of Death					MAX	Columbia
Lion, The	(HBO)					Embassy
Love Child			(TMC)		MAX	Warner Bros.
Love Letters			TMC		MAX	MGM/UA
Love Me Or Leave Me		(ST)			MAX	MGM/UA
Lunch Wagon			TMC			Seymour Borde
Mandingo on Citadel, The					MAX	Warner Bros.
Main Event, The	HBO	ST	TMC			Warner Bros.
Manhattan			TMC			MGM/UA
Man Who Saw Tomorrow, The				(HTN)	MAX	Warner Bros.
Man In The Wilderness			(TMC)	(HTN)	MAX	Warner Bros.
Man's Castle					MAX	Columbia
Mean Season, The	(HBO)				MAX	Orion
Meet Me In Las Vegas		ST				MGM/UA
Midnight Express					MAX	Columbia
Midnight Madness	(HBO)	ST		HTN*		MGM/UA
Mischief	HBO	ST				20th Century-Fox
Misunderstood			(TMC)	HTN*		MGM/UA
Modern Romance	HBO					Columbia

'The Breakfast Club' makes its pay cable debut this February on Showtime, The Movie Channel and Cinemax.

'The Empire Strikes Back' will debut on all five pay services this February.

Sylvester Stallone is the hard-headed union boss in 'F.I.S.T.' on HTN this February.

Film	Pay Networks					Distributor
Mrs. Soffel	HBO			HTN		Orion
Muppets Take Manhattan, The	(HBO				MAX	Tri-Star
My Brilliant Career			TMC			World Vision
My Foolish Heart		(ST)			MAX	Goldwyn
Neighbors			TMC		MAX	Columbia
Neptune's Daughter		ST				MGM/UA
Never So Few		ST				MGM/UA
New Kids, The	HBO					Columbia
Nightmare On Elm Street	(HBO	ST*	(TMC)			New Line Cinema
Ninja III						
The Domination			(*MC)		MAX	Cannon Films
O'Hara's Wife	HBO					O'Hara Prod.
Oliver Twist			TMC			New Century
On the Waterfront	HBO				(MAX)	Columbia
Oxford Blues	(HBO		TMC	(HTN)	MAX)	MGM/UA
Passage To India, A	HBO			(HTN)		Home F.M.
Police Academy	(HBO	(ST)	(TMC)		MAX	Warner Bros.
Pretty Baby			TMC			Paramount
Prey, The			TMC			New World
Purple Hearts	HBO*	ST	(TMC)		MAX	Warner Bros.
Rabbit Run			TMC			Warner Bros.
Rage			TMC			Warner Bros.
Rare Breed				(HTN)	MAX*	New World
Rebecca				HTN		ABC Video
Red Dawn	(HBO	ST	(TMC)	HTN	MAX)	MGM/UA
Reuben, Reuben	HBO	(ST)				20th Century Fox
Rhinestone	(HBO	(ST)			MAX*	20th Century Fox
Richard Pryor Live On Sunset Strip	HBO					Columbia
Rider On The Rain	HBO					Cavil-Dell
Rio Bravo			TMC		MAX	Warner Bros.
River Niger, The			TMC*			Viacom
Rocky		ST	TMC	HTN	MAX	MGM/UA
Roll of Thunder Hear My Cry			TMC*			Viacom
Rope		ST	(TMC)	(HTN)		Universal
Rosvanna McCoy		ST				Goldwyn
Running Brave	(HBO	ST	(TMC)	HTN		Buena Vista
Safecracker, The		ST				MGM/UA
Sahara	HBO*	(ST)				Viacom
Secret of the Golden Dragon, The		(ST)		HTN*		Sunn
Silkwood	(HBO	(ST)	TMC			ABC Video
Since You Went Away				HTN		ABC Video
Sixteen Candles	(HBO	(ST)		HTN*	(MAX)	Universal
Something Wicked This Way Comes	(HBO	(ST)		HTN*		Buena Vista
Songwriter	HBO				(MAX)	Tri-Star
Spellbound				HTN		ABC Video
Splash	HBO	(ST)	TMC*	(HTN)	(MAX)	Walt Disney
Stage Door					MAX	RKO Pictures
Stalking Moon, The			TMC		(MAX)	Warner Bros.
Starman	HBO*					Columbia
Start the Revolution Without Me					MAX	Warner Bros.
Star Trek III		ST	(TMC)			Paramount
St. Helens	HBO				(MAX)	Michael Mc.
Streets of Fire			TMC	HTN*	(MAX)	Universal
Sudden Impact	(HBO	(ST)	TMC*		(MAX)	Warner Bros.

Film	Pay Networks					Distributor
Summertime			TMC		MAX	New Century
Swann In Love					MAX	Orion
2010	(HBO	(ST	(TMC)	HTN		MGM/UA
Tank	(HBO	(ST		HTN*	MAX	Universal
Tarzan, The		ST				MGM/UA
Tennessee Champ			TMC			MGM/UA
Terminator, The					MAX	Hemdale Corp.
Tex				(HTN	MAX	Walt Disney
That Championship Season					MAX	Viacom
That's Dancing	HBO					MGM/UA
Thunderbirds				HTN*		United Prod. Sol.
Tightrope	(HBO	ST*	(TMC		MAX*	Warner Bros.
To Be Or Not To Be	(HBO	ST	TMC	HTN		20th Century Fox
Tootsie					MAX	Columbia
Too Scared To Scream	HBO*					The Movie Sc.
Topper			TMC		MAX	HBO Video
Torchlight	HBO		TMC			The Movie Sc.
Touch With Havoc, The		(ST	TMC*	HTN		Universal
Tunes of Glory			TMC			New Century
Turk 182	HBO	ST	TMC			20th Century Fox
Tuxedo Warrior	HBO	ST	(TMC	HTN		20th Century Fox
Until September		(ST	TMC		MAX	MGM/UA
Until They Sail		ST				MGM/UA
Ups and Downs		ST				Hemdale Video Group
Vamping					MAX*	Film Ventures
Valentino	HBO	ST				Universal
Warriors of Atlantis	HBO	ST			MAX	Columbia
Wedding, The			TMC		MAX*	Goldwyn
Weird and the Wonderful					MAX	MGM/UA
Where The Boys Are	HBO*		TMC*			MGM/UA
Wonder Man		ST			MAX	Goldwyn
Young Nurses, The					MAX	Viacom

Cable Network Legend
HBO Home Box Office
ST Showtime
TMC The Movie Channel
HTN Home Theater Network
MAX Cinemax

- Networks in parentheses indicate carriage in September, October, November, December and/or January.
- An asterisk indicates the film is a carry-over from September, October, November, December and/or January.
- In total, 297 films appear on the February schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. 58 films (titles during the last six months, five films have played on all five services, 18 films have played on four of the five services, 22 films have played on three services and 46 films on two of the five services. Ninety-one titles were available used on the last six months.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 36, followed by Warner Brothers with 22, Columbia with 17, Universal with 15, and Twentieth Century Fox with 13.